



“The *mission* of the Truckee Chamber of Commerce is to promote and develop local business and tourism, while improving the community’s quality of life.”

**TRUCKEE CHAMBER OF COMMERCE
Truckee Tourism Business Improvement District (TTBID)
Management Committee**

Wednesday, Dec. 5, 2018 – 12:00 noon – 2:30 p.m.

Truckee Chamber of Commerce (Town Hall, 2nd floor)

10183 Truckee Airport Road, Truckee, CA 96161

Regular Meeting

All materials relating to an agenda item for an open session of this Regular Meeting of the TTBID Management Committee are provided to all of the members of the TTBID Management Committee by staff or the public within 72 hours of but prior to the meeting will be available for public inspection, on and after at the time of such distribution, at the downtown office of the Truckee Chamber of Commerce, 10065 Donner Pass Road, Truckee, California 96161, during normal business hours, except holidays. Agenda is also posted outside the Truckee Chamber administration office location at 10183 Truckee Airport Rd; Truckee, California 96161 and online at <https://www.truckee.com/TTBID>.

Public Comment: In this time period, anyone may address the TTBID Management Committee regarding any subject over which they have jurisdiction, but which is not on today’s posted agenda. In order to provide all interested parties an opportunity to speak, time limitations shall be limited to **three (3) minutes** unless the Chairperson specifically authorizes more time. No action or discussion will be undertaken on any item raised during this comment period. Public comment on items listed on the agenda is taken when those items are addressed.

Access: In compliance with the Americans with Disabilities Act, if any person needs a disability-related modification or accommodation, including auxiliary aids or services, to participate in this meeting, please contact the Truckee Chamber of Commerce at 530-412-7090 at least 72 hours prior to the meeting.

AGENDA

12:00-12:45

CALL TO ORDER - Roll Call/Determination of Quorum – Jim Winterberger, Chair of Committee

- Voting by Roll Call

PUBLIC COMMENT – Matters Not on the Agenda (5 min)– Jim Winterberger

NEWS / ROUND TABLE DISCUSSION (10 min) – Jim Winterberger

CONSENT ITEMS - INCLUDED IN PACKET (5 min) – Jim Winterberger

- Truckee Chamber of Commerce – October Invoice
- TTBID Budget/Actual YTD – September 2018
- TTBID Meeting Minutes – November 7, 2018
- TTBID Community Relations Direct Mailer / E-Newsletter.

- Truckee Core Values Fund – Grant Recipients (FYI, not consent item)

COMMITTEE CANDIDATES – INTRODUCTIONS - Jim Winterberger

12:45 – 1:15

GUESTS and PRESENTATIONS

Visit California, Amber Rich, Director of Engagement **VISIT CALIFORNIA**

- How Visit California Marketing (\$100M budget) benefits Truckee. California wildfire messaging.
- Presentation (15-20min)
- *Committee Q&A. (10 min). No motion expected.*

1:15 – 2:15

Mid-Year Updates – Colleen Dalton (15-20 min)

- Review of Truckee DMO Travel Themes & Wellness Message
- Visit California, High Sierra Region – Omni Trak report, key takeaways.
- Adventure Travel Trends Report, key takeaways.
 - <https://www.adventuretravelnews.com/research-reveals-adventure-travelers-primarily-motivated-by-transformation>
- Big Media Win - WSJ
- \$100 Cash Back Promo Update
- Events + Groups Update
- Truckee Economic Impact, Tourism Survey & Competitive Analysis Update.
- *Committee Q&A. (10 min). No motion expected.*

TTBID Renewal Process – Colleen Dalton, Lynn Saunders

- Civitas Webinar “City Budgets are Hurting” – Key Takeaways – Colleen Dalton
- TTBID Renewal Process – who/what/when - Lynn Saunders (10-15 min)

TTBID Meeting Dates

No meeting January 2019.

All meetings for 2019 have been sent to Committee via Calendar Invites. Always the first Wednesday of the month, excluding January and July.

Adjourn – Winterberger